



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, March 20, 2012
Pinnacle Conference Room at Human Resources
7575 East Main Street
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:00AM

Michael Hoffmann, Chairman	David Richard
Kathleen Glenn, Vice-Chairwoman	Mike Surguine
Kate Birchler	David Scholefield
Ace Bailey	

All Board Members present

2. Approval of Minutes

Commission discussion and possible action to approve the February 14, 2012 regular meeting minutes (Attachment No.1)
Motion to approve February 14, 2012 minutes by Commissioner Birchler; Seconded by Commissioner Scholefield; Approved 7-0.

3. Staff Liaison Reports

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No.2)
- b. Bed Tax Proforma (Attachment No.3)
- c. Smith Travel Report (Attachment No.4, 4a)
- d. Program Updates

4. Fiesta Bowl and P.F. Chang Rock 'n' Roll Marathon Performance Recap

Update and commission discussion.
Brent DeRaad, SCVB-Executive Vice President
(Attachment No.5, 5a, 5b, 5c)

5. Tony Nelssen Equestrian Center at WestWorld-Expansion Project

Commission discussion and possible action regarding the Tony Nelssen Equestrian Center expansion project.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR HSHANNON@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

Presenter: City Staff

Motion to approve by Commissioner Scholefield; Seconded by Commissioner Surguine;
Approved 7-0.

6. FY2012/13 Destination Marketing Preliminary Scope of Work

Commission discussion and possible action.

Rachel Sacco, President and CEO Scottsdale Convention and Visitors Bureau

Staff Contact: Steve Geiogamah

(Attachment No.6)

Motion to approve by Commissioner Birchler; Seconded by Commissioner Surguine;
Approved 7-0.

7. Tourism Development and Marketing Five Year Strategic Plan

Commission discussion and possible action regarding the Tourism Development and Marketing Five Year Strategic Work Plan-Project Review Committee

Staff Contact: Steve Geiogamah

(Attachment No.7, 7a, 7b)

Motion to approve by Commissioner Glenn; Seconded by Commissioner Scholefield;
Approved 7-0.

8. FY2011/12 Scottsdale Special Event Work Plan

Commission discussion and possible action regarding FY2011/12 Scottsdale Special Event Work Plan

Staff Contact: Steve Geiogamah

(Attachment No.8, 8a, 8b)

9. Desert Discovery Center Phase III Update

Commission discussion and possible action regarding the Desert Discover Center Phase III Project.

Kroy Ekblaw, Executive Assistant, Strategic Projects

(Attachment No. 9, 9a, 9b, 9c, 9d, 9e)

Motion to approve by Commissioner Surguine; Seconded by Commissioner Birchler;
Approved 7-0.

10. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

11. Public Comment

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.



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12. Adjournment 9:58AM

Next scheduled meeting is April 17, 2012



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